

# iMesa

**iMagine, iNvest, iMprove  
to Build a Better Mesa**



imagine, invest, improve

# iMesa

## In 2010, Mesa was at a crossroads...

- Mayor Smith challenged residents to make a choice
- Hunker down in survival mode or move forward despite the recession
- iMesa asked residents to submit transformative project ideas that improve their community



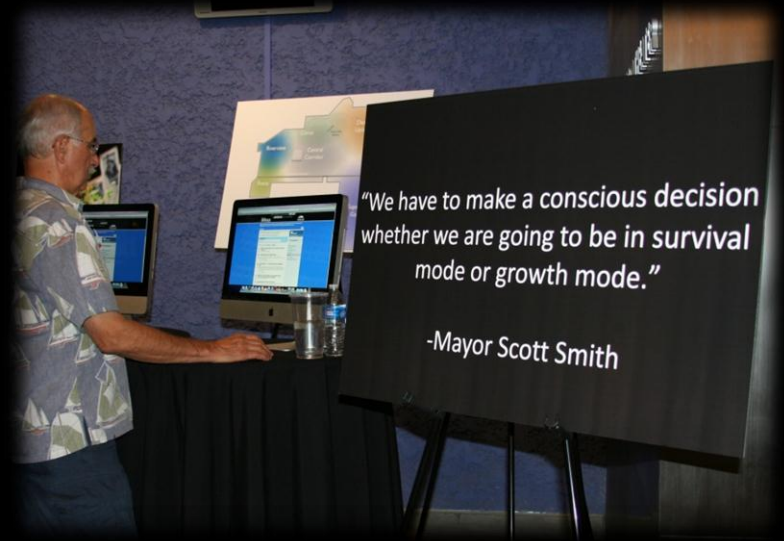
## What does transformative mean?

- Long-term impact
- Makes Mesa a better place to live
- Creates opportunities for new businesses
- Helps existing businesses grow
- Ignites a passion in the community



# iMesa

## Residents Responded

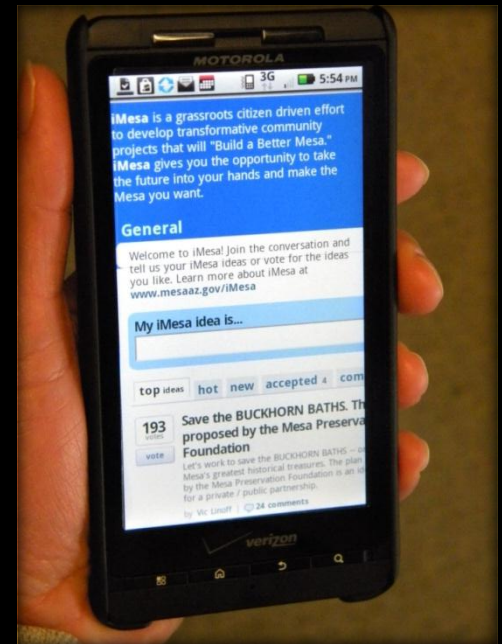
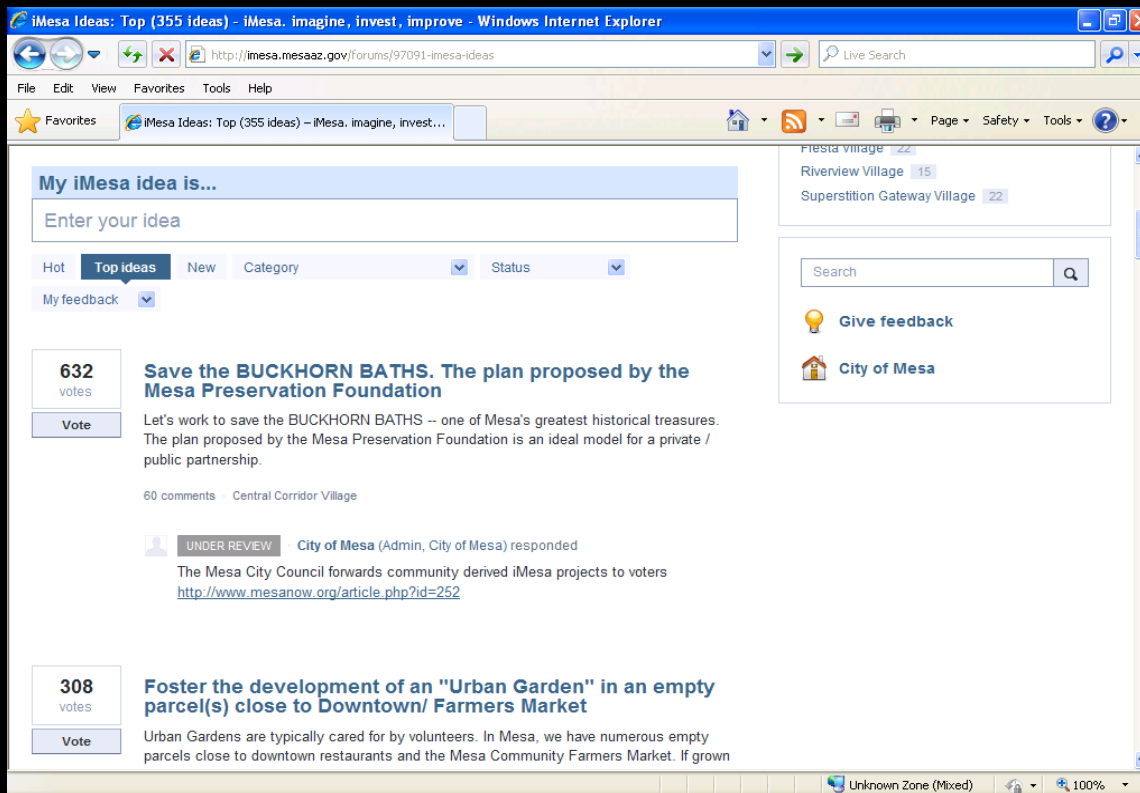


imagine, invest, improve



# iMesa

## Using an online crowdsourcing tool



  
mesa·az

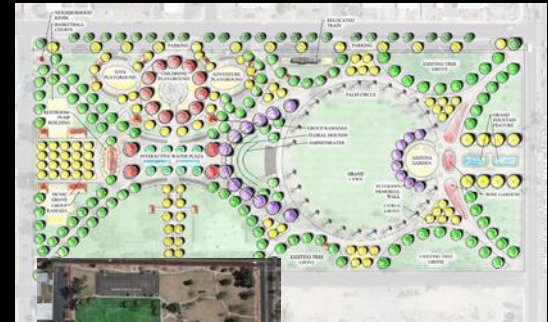
imagine, invest, improve

## Ideas collected and categorized

- Council appointed resident committee reviewed projects
- Assembled group of parks projects for consideration by City Council as a bond package
- Council agreed to put the bond question on the 2012 ballot for voter approval

## iMesa Parks Bond Package

- 19 projects ranging from new parks, bike & walking paths, sports complexes and park renovations



## iMesa Parks Bond Package

- Passed by voters on Nov. 6, 2012
- \$70 million, 19 projects
- 60% of voters voted YES
- Projects are now underway
- First to be completed is Riverview Park at Dobson Rd. & Rio Salado Pkwy.
- Grand opening party Jan. 25



## Beyond the Bond

- From the beginning, iMesa ideas that were easy to implement were taken on by residents and the City of Mesa

## HeatSync Labs

- HeatSync Labs, a hackerspace, grew out of their space in another city and moved to downtown Mesa using iMesa as a catalyst



## Mesa Urban Garden

- MUG was established by a group of residents who, with the help of the city, built the city's first community garden with rentable plots, workshops and events.



## THINKspot

- THINKspot offers a green screen, digital camera, 3D printer, virtual holographic computer, two iMacs with photo and video editing software, a SMARTboard touch-screen monitor and mediascape tables.





## iMesa Stats

- 405 ideas
- 1830 registered users
- 20 projects completed
- 14 projects started
- 22 projects under review



## What is next for iMesa?

- The iMesa committee will continue to review ideas and select projects for City Council consideration
- Residents are encouraged to continue submitting ideas, voting on their favorite projects and providing feedback
- Soon we will have more ways for you to connect

# iMesa

For more about iMesa and how to get involved  
go to [www.mesaaz.gov/iMesa](http://www.mesaaz.gov/iMesa)

Like us on Facebook at iMesaAz



imagine, invest, improve